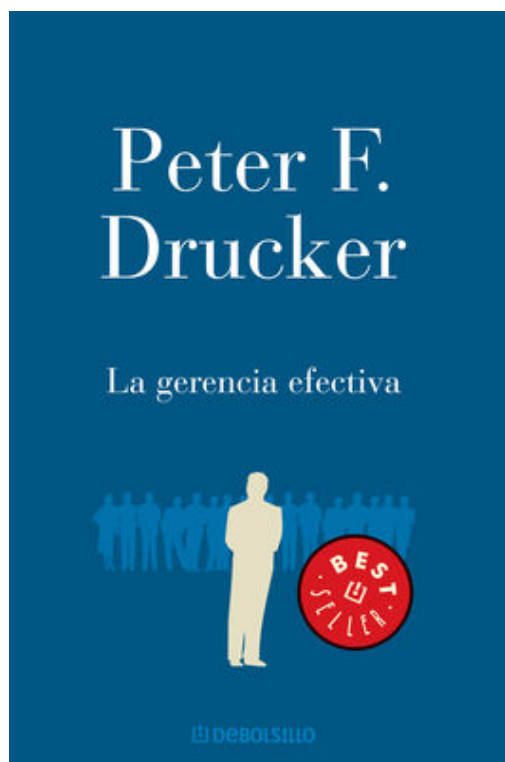


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Dijo Drucker: solamente hay una definición válida de la finalidad de la empresa: crear un cliente. Los mercados no los crea Dios, la naturaleza o las fuerzas económicas, sino los hombres de negocios.

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